

exhibition poster exhibition graphic design in a context

If one gives us infinite amount of designers an infinite amount of time, eventually they will implement the same design solution.

In real life however, similar content does not equate to similar format nor does comparable technique translate to comparable output. Although there are only a handful ingredients now placed in design work (providing an event such as the title, tone, date and place), there are many layers of context for the designer to consider.

Exhibition features push against or align with the design's purpose and destination either the viewer with visual cues meant to speak interest. Shopping these items, all that remain

is letterform, words and typographic treatment in functional hierarchy and arranged in groups by function, this collection of words is too formal information only being form, later with fonts, colors, capital letters, colors and spacing, without these features the designer/creator is left with just content, the purpose (of which is only to inform, to come away this information is more different than a handwritten note providing all of the necessary specifics. This is what is happening...for there it is.

All featuring design context, the collection in being gallery events are a tool for education, to encourage visitors and professionals alike to compare and contrast the order of things, to question why similar content drives such different results and to use one solution to arrange rich design problems.

Context includes function and history of the event

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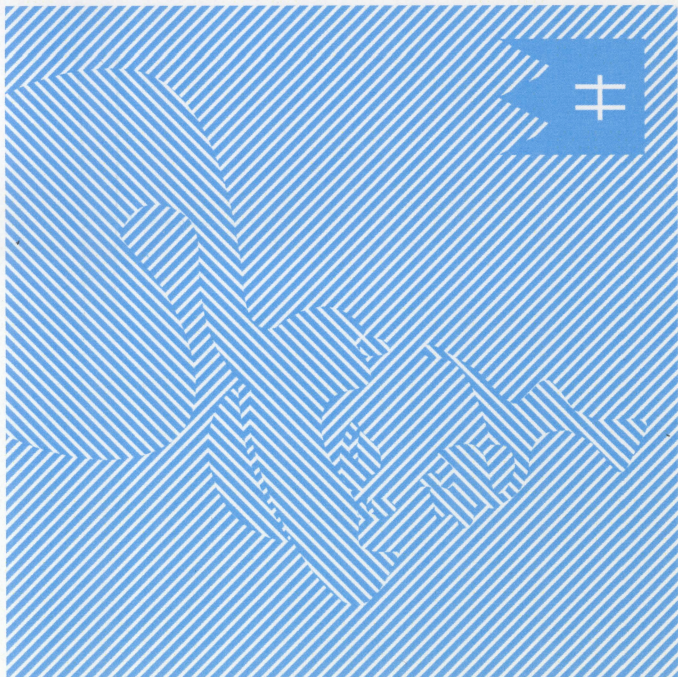
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Exhibition Poster Exhibition

work by international
graphic designers

3 Aug 2009 - 21 Aug 2009
Opens 3 Aug 2009 at 5.30 pm

RAMP GALLERY / Waikato Institute of Technology

Collingwood Street, Hamilton

Open Monday to Friday - 12pm to 4pm

ramp@mediarts.net.nz / <http://ramp.mediarts.net.nz> / (07) 8348800 x8438



This event is part of Spark 09.
visit www.spark.net.nz for more details
invite image by mrnemo.net

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Te Kura hiri o Waikato



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